DRAFT
START-UP TRANSPORTATION PROGRAMS FOR ALAMEDA POINT

BIKESHARE	**DESCRIPTION** This is a dock-less bike-share network, where the vendor maintains bike inventories at specific locations, rebalancing as needed. Users reserve bikes through an app; unlock the bike at the reserved time through the app, and re-lock it when done. Dock-less systems are flexible in that 'hubs' can be established anywhere; no minimums or maximums are needed. Suggested for visitors with some interest by employees and residents • Alameda Point to Alameda Point destinations • Main St. Ferry Terminal to Alameda Point • Webster St. to Alameda Point (to/from retail district and transit connections) • Possible roll-out to Park Street
Cost: Vendor pays for bikes, app with no subsidy or investment needed Users pay $1.00 per 30 minutes of use Employers (or TMA) can subsidize use if desired Start up costs: None Ongoing costs: None or subsidy	
Implementation: Fast (within 1-2 months)	***Next Steps:*** • Designate bikeshare hubs in Alameda Point, such as Spirits Alley, ferry terminal, and USS Hornet • City signs MOU with vendor(s) • Vendor furnishes bikes within 3-4 weeks • Marketing and launch

Source: LimeBike

ELECTRIC VEHICLES (EV'S)	**DESCRIPTION** Electric vehicles with capacity for 6-8 passengers and driver; with heat, protection from weather. This mode can handle small volumes of riders more efficiently than a traditional shuttle bus. EV's could eventually be used within Alameda Point or as a system connecting 'waterfront' projects as it develops. Vehicles are flexible; can be used on roads (up to 35 mph) and off-road and can be easily branded. Suggested for visitors and employees • Alameda Point to Alameda Point destinations • Main St. Ferry Terminal to Alameda Point • Webster St. to Alameda Point (to/from retail district and transit connections)
Cost: Free to users Vehicles cost $15,000 each (evaluate leasing option) Maintenance and charging costs approximately $500 per year per vehicle Labor (driver) is estimated at $35/hour Start up costs: Vehicle and charging equipment Ongoing: Labor and maintenance	
Implementation: Relatively Fast (2-3 months)	***Next Steps:*** • Determine routes, stops, number of EV's needed • Purchase or lease; set up storage/maintenance • RFP for operator (drivers); select vendor • Marketing and launch

SUBSIDIZED CARPOOLING (e.g., Waze, Scoop)	**DESCRIPTION** Employers or TMA cap cost of carpools within set AM and PM hours. Matches are made through an app for either round trip or a one-way trip. Users can drive or ride. Drivers are reimbursed as allowed per IRS. Amount of subsidy is flexible and can change. Program includes a guaranteed ride home if no match is available for the return trip. Can offer to others with no subsidy. Looks and feels like Uber/Lyft. Creates more personal connections within Alameda Point between drivers and passengers. Suggested for employees • Commutes not conducive to transit • Longer distance commutes
Cost: Per ride subsidies range from $3 to $12 depending on distance Start-up costs: none Ongoing costs: Cost of subsidies per month	
Implementation: Fast (1-2 months)	***Next Steps:*** • Work with Waze and Scoop to target dense areas of origin for pools • Sign contract(s) with vendor(s) • Market and launch program

SUBSIDIZED AC TRANSIT EASY PASSES	**DESCRIPTION** Employers or TMA bulk purchase EasyPasses for all employees Suggested for employees • Commutes conducive to existing and proposed AC Transit bus lines • Bus connections to BART
Cost: Per pass estimated to cost $120 per employee Start-up costs: $1,000 (administrative costs) Ongoing costs: Cost of EasyPasses per year	
Implementation: Relatively Fast (3-6 months)	***Next Steps:*** • Work with TMA and AC Transit • Sign contract(s) with AC Transit • Market and launch program